What is claimed is:

1. A network system which comprises a server, and a plurality of terminals connected to said server via a network, and is to provide predetermined service to said terminals via said network from said server, wherein,

5   said server comprises:

request receiving means for receiving requests for service supply transmitted by each of said plural terminals via said network;

information transmitting means for transmitting information corresponding to service to be provided, to said terminal transmitted the request received by said request

10 receiving means via said network;

incentive offering means for offering predetermined incentive to at least some of said terminals which transmitted the requests received by said request receiving means;

requests count means for counting the number of said terminals which transmitted the requests received by said request receiving means; and

15   incentive modifying means for modifying contents of the incentive offered by said incentive offering means in accordance with the number of said terminals counted by said requests count means,

each of said terminals comprises:

request transmission means for transmitting a request to said server for providing the

20 service via said network; and

information receiving means for receiving information corresponding to service to be provided, which is transmitted by said information transmission means via said network.

2. The network system according to claim 1, wherein said server further

25 comprises promotional information transmitting means for transmitting information for promoting requests for the service together with information representing contents of the incentive to be offered to predetermined terminals of said plural terminals via said

network.

    3.   A network system which comprises a server, and a plurality of terminals connected to said server via a network, wherein

    said server comprises a memory for storing a program, a processor for executing

5 said program, and a first communication device for transmitting/receiving information to/from said terminals,

    receives a request for providing the service transmitted by each of said plural terminals via said network, through said first communication device,

    counts the number of said terminals which transmitted the requests,

10   transmits information corresponding to the service to be provided, to the terminals which transmitted the requests in response to reception of the requests, via said network through said first communication device, and

    modifies contents of the incentive to be offered, in accordance with the counted number of said terminals, and transmits it through said first communication device to at

15 least some of said terminals which transmitted the requests,

    said terminal comprises a memory for storing a program, a processor for executing said program, an output device for outputting information, and a second communication device for transmitting/receiving information to/from said server,

    requests said server to provide the service, via said network through said second

20 communication device,

    receives the information transmitted by said server in response to the request via said network, through said second communication device, and

    outputs the received information through said output device.

    4.   A network system which supplies predetermined incentive to at least some of

25 persons who have utilizes service provided via network, comprising:

    user count means for counting the number of users of said service via said network; and

incentive modifying means for modifying contents of incentive to be offered, in accordance with the number of the users counted by said user count means.

5. The network system according to claim 4 further comprising usage promotional information supply means for supplying information for promoting usage of said service to predetermined persons of persons who can utilize the service, via said network.

6. A method of offering incentive which offers predetermined incentive to at least some of users of service provided via network, comprising the steps of:

counting the number of the users who utilize said service via said network; and

modifying contents of incentive to be offered, in accordance with the number of the users counted by said user counting step.

7. The incentive offering method according to claim 6 further comprising usage promotional information supplying step of supplying information for promoting usage of said service, to predetermined persons of persons who can utilize said service.

8. A server being connected to a plurality of terminals via a network, which provides predetermined service on request from said terminals, comprising:

incentive offering means for offering predetermined incentive to at least some of the terminals which have requested the service;

request count means for counting the number of the terminals which requested the service; and

incentive modifying means for modifying contents of the incentive to be offered by said incentive offering means in accordance with the number of the terminals which have requested the service.

9. The server according to claim 8, wherein said request count means comprises means for counts the number of the terminals which did not request the service as the number of the terminal requesting the service.

10. The server according to claim 8, wherein said incentive modifying means

modifies the contents of the incentive when the number of the terminals counted by said request count means reaches predetermined number.

11. The server according to claim 10 further comprising visible information transmitting means for transmitting information which visibly shows the relationship

5 between the number of the terminals when said incentive modifying means modifies the contents of the incentive and the number of the terminals counted by said request count means, to the terminals which have requested the service via said network.

12. The server according to claim 8 further comprising promotional information transmitting means for transmitting information prepared for promoting service request

10 together with information representing the contents of the incentive to be offered, to predetermined terminals of said plural terminals via said network.

13. The server according to claim 12, wherein said promotional information transmitting means comprises address information storage means which stores address information of at least some of said plural terminals, and transmits information for

15 promoting service request in accordance with the address information stored in said address information storage means.

14. The server according to claim 13, wherein said address information storage means stores the address information with dividing it into groups in accordance with predetermined standards, and

20 said promotional information transmission means transmits information for promoting service request in accordance with the address information belonging to any one of the groups corresponding to the contents of the incentive to be offered by said incentive offering means.

15. The server according to claim 12, wherein said promotional information

25 transmitting means comprises address information receiving means which receives address information of other terminals transmitted by the terminal which has requested the service via said network, and transmits the information for promoting service request

in accordance with the address information received by said address information receiving means.

16.   A server being connected to a plurality of terminals via a network, which comprises a memory for storing a program, a processor for executing said program, and a

5 communication device for transmitting/receiving information to/from said terminals, wherein said server receives request for service transmitted by each of said plural terminals via said network, through said communication device,

counts the number of terminals which transmitted the requests,

transmits information corresponding to service to be provided to the terminal

10 devices which have requested the service, through said communication device in response to the request reception, via said network,

modifies the contents of the incentive to be offered in accordance with the counted number of the terminals, and supplies it to at least some of the terminal devices which have requested, through said communication device.

15   17.   A computer readable recording medium storing a program which causes a computer being connected to a plurality of terminals via a network to function as:

incentive offering means for offering predetermined incentive to at lease some of said terminals which have requested service;

request count means for counting the number of said terminals which have requested

20 the service; and

incentive modifying means for modifying the contents of the incentive to be offered by said incentive offering means, in accordance with the number of said terminals counted by said request count means.

18.   The computer readable recording medium according to claim 17, wherein

25 said program further causes said computer to function as promotional information transmitting means for transmitting information for promoting request for the service together with information representing the contents of the incentive to be offered, to

predetermined terminals of said plural terminals via said network.

19.   A program data signal embedded in a carrier wave signal to be transferred via a communication path, said program data signal causes a computer being connected to a plurality of terminals via a network to function as:

5   incentive offering means for offering predetermined incentive to at lease some of said terminals which have requested service;

request count means for counting the number of said terminals which have requested the service; and

incentive modifying means for modifying the contents of the incentive to be offered

10 by said incentive offering means, in accordance with the number of said terminals counted by said request count means.

20.   The program data signal according to claim 19, which causes said computer to function as promotional information transmitting means for transmitting information for promoting request for the service together with information representing the contents

15 of the incentive to be offered, to predetermined terminals of said plural terminals via said network.